

09/13/85

PHILIP MORRIS

PLAN-O-GRAM SYSTEM

KROGER - HOUSTON

Economic Impact of Potential Lost Sales
THEORETICAL RACK

VOLUME.RANGE: 800-899

COMPANY	Payments	Profit from Potential Sales	Payments + Profits	Potential Lost Revenue	Total Profit
PM	269	2,074	2,343	0	2,343
RJR	0	1,537	1,537	0	1,537
BW	82	544	626	0	626
AB	70	329	399	0	399
LOR	59	227	286	0	286
LM	23	176	199	-5	194
	503	4,888	5,391	-5	5,385
	=====	=====	=====	=====	=====

* From Rack Set

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KROGER - HOUSTON

Weekly Out of Stock by Company

THEORETICAL RACK

Supermarket - 895 cpw
HOUSTON - 155 BRANDS

COMPANY	Average Weekly Cartons Out of Stock	Average Monthly Cartons Out of Stock
Philip Morris	0	0
R. J. Reynolds	0	0
Brown & Williamson	0	0
American Brands	0	0
Lorillard	0	0
Liggett Group	0	0
TOTAL	0	0

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